

Foam Plastic Policy Analysis



IDENTIFICATION OF A SPECIFIC POLICY RESPONSE

THE **GREEN TO GO**
PUBLIC INPUT PROCESS

GREEN TO GO MEETING #6
OCTOBER 17, 2011



WHAT THE SOLUTION MUST ACCOMPLISH...

- **PROMPTLY REDUCES TRASH IN ORDER TO MEET STORMWATER PERMIT REQUIREMENTS**
- **MINIMIZE COSTS TO THE CITY, RATEPAYERS, AND BUSINESS**
- **ESTIMATE IMPLEMENTATION COSTS & LITTER REDUCTION BENEFITS**

G2G: Proposed Control Measures



- Install Full Trash Capture Devices Citywide
- Double Street Sweeping Frequency
- Prohibit Foam Take-out Containers
- Double Creek Hot Spot Clean-up Program
- Increase Enforcement of Anti-Litter Laws
- Increase Public Area Litter Cans
- Increase Anti-litter Public Education
- Expand Plastic Foam Recycling Programs

G2G: Ranking of Proposed Control Measures by Cost

Rank	Control Measure	Estimated Annual Cost
1	Prohibit Foam Take-out Containers	\$190K one-time cost to San Jose ratepayers. Costs to businesses is unknown.
2	Increase "Hot Spot" Clean-up	\$32K/year to double clean-up of 32 "Hot Spots."
3	Increase Public Litter Cans	\$300K one-time for the purchase of 150 additional cans. \$72K/year for service.
4	Increase Enforcement	\$525K/year for three Environmental Inspectors.
5	Increase Street Sweeping	\$1.8M/year & \$189K on-time for 2 nd sweep.
6	Increase Public Education	\$4.5M for targeted campaign in San Jose including TV and radio, billboards, print, social media.
7	Increase Full Trash Capture	\$12M - \$15.5M for Citywide installation & on-going maintenance over 20 years.
8	Expand Foam Recycling	Costs estimate is unknown. However, costs would be an on-going subsidy to recyclers from ratepayers and businesses to collect, process, and market materials.

G2G: Promptly Reduces Foam Plastic Litter?



Rank	Control Measure	Promptly Reduce Foam Plastic Litter?
1	Prohibit Foam Take-out Containers	YES.
2	Increase “Hot Spot” Clean-up	YES. BUT, ONLY IN THE CLEAN-UP AREA.
3	Increase Public Litter Cans	MAYBE. DEPENDS.
4	Increase Enforcement	MAYBE. OVER HOW MUCH TIME?
5	Increase Street Sweeping	YES
6	Increase Public Education	NO
7	Increase Full Trash Capture	MAYBE. COST & ENGINEERING CONSIDERATIONS ARE HIGHLY PROHIBITIVE.
8	Expand Foam Recycling	NO

Foam Plastic Recycling



No connection between recycling and litter reduction.

Has not been economically feasible for San Jose recyclers in 15 years.

City staff has found no one recycling foam plastic contaminated by food. This is based on survey and discussion with MRF operators.

Markets for remanufacturing foam plastic are very limited.

Collection and processing could occur if businesses and ratepayers paid for the service.

G2G: Draft Conclusion

Staff has identified the prohibition of foam plastic food service ware in the City of San José as the most effective means of controlling foam plastic litter in the City's creeks and watershed.

The G2G Process:



LAST MEETING BEFORE T&E MEETING:

MONDAY, NOVEMBER 14, 2011
2:00 PM – 3:30 PM

CITY HALL WING
200 E. SANTA CLARA ST.
ROOMS 118/119

FOR MORE INFORMATION & PROVIDE ADDITIONAL COMMENTS

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